

APPROVED
City of Fort Lauderdale
Visioning Committee
4:00 p.m., Tuesday, June 14, 2011
City Hall, 100 North Andrews Avenue, 8th floor, Fort Lauderdale, FL 33301

MEMBERS

		REGULAR MTGS		SPECIAL MTGS	
		Present	Absent	Present	Absent
Tim Smith, Chair	P	3	0	2	0
Stanley Eichelbaum, Vice Chair	A	2	1	0	2
Peg Buchan	P	3	0	2	0
Alan L. Gabriel	P	3	0	2	0
Desorae Giles-Smith (by phone 4:54- 5:51p)	P	1	2	1	1
Gloria Katz	A	1	2	2	0
Charles B. Ladd	P	2	1	2	0
Dan Lindblade	P	2	1	1	1
Gary T. Sieger	A	2	1	2	0
Wiley D. Thompson, III	P	2	1	2	0
Randall Vitale	P	3	0	2	0

Staff

Shannon Vezina, Staff Liaison

Chaz Adams, Public Information Office

Barbara Hartmann, Recording Secretary, Prototype, Inc.

Communication to City Commission

None.

I. Call to Order

The meeting was called to order by Chair Tim Smith at 4:05 p.m.

1) Roll Call

(As of this date there were eleven appointed members to the Visioning Committee, which means six would constitute a quorum.) Following roll call by Ms. Vezina, it was determined a quorum was present.

2) Conference call participation

Chair Smith relayed a request from Ms. Giles-Smith to participate via conference call.

Motion by Mr. Thompson, seconded by Mr. Gabriel, to allow Ms. Giles-Smith to participate via conference call. In a voice vote, the motion passed unanimously.

3) Approval of minutes from the May 10, 2011 meeting

Motion by Mr. Gabriel, seconded by Mr. Vitale, to approve the minutes of the May 10, 2011, meeting. In a voice vote, the motion passed unanimously.

4) Approval of minutes from the May 24, 2011 meeting

Motion by Mr. Gabriel, seconded by Ms. Buchan, to approve the minutes of the May 24, 2011, meeting. In a voice vote, the motion passed unanimously.

II. Project Branding

1) Select logo for Visioning initiative

Mr. Fernsler emphasized the importance of selecting the logo in an orderly and time-efficient manner, in order to get the City Commission's approval so that the process can move forward.

Ms. Flynn explained that they went back to the drawing board to come up with a more modern, fun, progressive, creative and less corporate feel. They also wanted to make sure they are covering all generations and demographics and not making decisions based on personal preferences. Ms. Madsen added they had to add graphics that were not limited to the ocean or the downtown.

Ms. Flynn reported that they used 2035 as the target year, not 2036. Secondly, Ms. Madsen pointed out the use of "FLFL," Fort Lauderdale, Florida. Years ago, they bought the domain name "flfl.org" so they have access to that.

Ms. Flynn explained she would show all six designs first, and then show them on one page. She said they will do a multi-voting process, where everyone will vote for the top three. After that, they will review the title line and tag line. After that, they will have a color discussion, ranging from bold colors to soft, tropical colors.

Design #1 was "Vision Fort Lauderdale – Fortify our Future." It showed the "FLFL," had tropical colors, and introduced 2035.

Ms. Flynn said design #2 was a little more conservative in design, played off the City colors used now, incorporated the "Dream Fort Lauderdale – Charting Our Course," and used the sun. They also showed that one in "dreamier" colors.

Design #3 featured "Imagine Fort Lauderdale" and had open doors that signified looking to the future. "Participate, Plan, Progress" was part of that design. It had a second color scheme.

Design #4 was a functional one, modern, with the QR code as part of the logo. She said people could scan the logo, go to the website and make comments. "Rethink Fort Lauderdale – Outside the Box" was the idea that went with the design.

Design #5, "Fort Lauderdale 2035 – Outside the Box," showed a similar motif.

Lastly, Design #6 was "Rethink Fort Lauderdale – Outside the Box 2035." It was not as functional, since the QR code was not as easy to incorporate.

Ms. Madsen distributed a page with all the designs in black and white so they could see them side-by-side and see how they look in black and white.

At that point, Mr. Fernsler announced that they would have a straw vote to flush out the top three designs, ranking them in order of preference by 1, 2, 3.

Ms. Flynn explained that they took the titles and tag lines and separated them for discussion. She started with "2035" noting that it can be used with any design. The other titles were:

- Imagine Fort Lauderdale
- Vision Fort Lauderdale
- Dream Fort Lauderdale
- Rethink Fort Lauderdale
- Fort Lauderdale 2035

The tag lines were:

- Fortify our Future
- Imagine our Future
- Charting our Course
- Participate, Plan, Progress
- Outside the Box, 2035

Chair Smith added a tag line for consideration - "Dream It ...Do It!"

After the Committee members voted, designs #2, 3, and 5 were the top three contenders, in that order. Ms. Flynn said they would delete #4 and 6, but leave #1 in as there was a tie in the voting.

Chair Smith then opened discussion of the titles. By consensus, the group agreed to "Imagine Fort Lauderdale."

Ms. Madsen directed the Committee's attention to the taglines, with the understanding that the title would be "Imagine Fort Lauderdale." Ms. Flynn reminded the Committee that the tagline "Outside the Box, 2035" worked with the box logo.

Mr. Lindblade expressed caution about using "Dream It ... Do It!" noting it is a derivative of a well-used Disney expression and they would have to check copyright issues.

Ms. Buchan felt there might be a negative perception involved in "dreamers" – people just sitting around not doing anything. Mr. Fernsler pointed out that dreams have become realities in some instances.

A discussion ensued about the implications of the other words such as "fortify," "charting" and "imagining." Chair Smith emphasized the need for an action verb like "do it" in addition to the other verbs implying thinking or imagining.

By consensus, the Committee eliminated "Fortify our Future." Most members liked "Imagine Fort Lauderdale." There was a lengthy discussion on various combinations of titles and taglines.

Mr. Lindblade thought it was important to bring out their original charge, to reach people who are traditionally hard to reach, and he suggested including the word "united" in the tagline.

Ms. Flynn brought up the 3 top designs, with the title "Imagine Fort Lauderdale." It was noted the City colors were red and blue and white. They discussed putting 2035 in the box in the logo with the QR code.

Mr. Gabriel asked for a vote on the logo and title shown (the QR box with "2035" inside it, and with the title "Imagine Fort Lauderdale"). All raised their hands in favor except Mr. Ladd. That logo and title was approved by a vote of 5-1.

Ms. Flynn offered the suggestion to include the "FLFL" in the design, but the Committee members did not like it.

Mr. Lindblade suggested putting the 2035 below the box, so it would scan cleaner. Ms. Flynn explained that if they are using a real QR code, the 2035 could go below the box.

[Ms. Giles-Smith joined the meeting via phone at 4:54 p.m.]

Ms. Giles-Smith said that "Imagine Fort Lauderdale, 2035" sounded great.

Ms. Flynn explained there would be two versions, one with the QR code and one without. It could be customized for different venues or audiences. She said she would check to see if it would be possible to come up with a QR code that would have "2035" in the middle of it.

Motion by Mr. Lindblade, seconded by Mr. Gabriel, to approve "Imagine Fort Lauderdale" with nothing under it and replace "FLFL" with "2035" in the same colors. In a voice vote, the motion passed 6-1, with Mr. Ladd opposed.

Ms. Flynn stated they would have the artist work on it that night so they could have it done in the morning.

Ms. Buchan commented that Chair Smith and Mr. Fernsler have been invited to the Forum meeting in the morning to update the group on the Visioning effort.

III. Stakeholder Interviews

1) Finalize groups or individuals for opinion leader interviews

Mr. Fernsler pointed out that there is a list, but there were more suggestions added later in a separate list. Chair Smith asked if everyone received the list of additional stakeholders/groups. Ms. Vargas explained that the Regional Planning Council was included because they had received a grant and are ready to start a regional visioning process.

Motion by Mr. Gabriel, seconded by Ms. Buchan, to accept the initial stakeholder list and to add the additional names that were forwarded. In a show of hands, the motion passed unanimously.

Mr. Fernsler explained that it was fine with him if the list changed, because other individuals may present themselves and they may want to talk to them. In addition, there is no guarantee that everyone on the list will be available.

Chair Smith said then that the Committee is giving the consultant its blessing to add or detract from the list, and the Committee agreed by consensus.

It was noted that nobody from the CRA was on the list, and there was a brief discussion as to who that should be. Mr. Ladd also noted the DDA was not on the list.

A straw vote revealed that the Committee thought Al Battle should represent the CRA.

Motion by Mr. Ladd, seconded by Mr. Gabriel, to include a representative from the CRA and the DDA on the initial stakeholder list. In a vote by show of hands, the motion passed unanimously.

Ms. Vargas said there are approximately 43 groups on the list, and she thought it was fairly broad-based. Mr. Vitale thought representation from young professionals was missing, and suggested Emerge Broward.

Motion by Mr. Vitale, seconded by Mr. Gabriel, to add a small group from Emerge Broward to the stakeholder list. In a vote by show of hands, the motion passed unanimously.

Mr. Fernsler reiterated that this is the preview list and others can still be added. Ms. Buchan said that if the City Commission wants to add someone, they can.

There was a discussion about adding elected officials, such as judges and senators.

Ms. Vezina pointed out that a lot of the groups on the list did not have people identified as representatives and asked Committee members to email her their suggestions.

Mr. Fernsler commented that regarding the media, they were not actually going to interview reporters - it was going to be a briefing of the processes and opportunities. Ms. Buchan thought they should be interviewed, and Mr. Fernsler said that would be fine if the Committee wanted that.

Mr. Ladd brought up the lack of representation from the employer groups and property owners, such as Citrix. He thought there should be four or five of the major business leaders on the list. Mr. Lindblade suggested Nipro Diagnostics.

[Ms. Giles-Smith was disconnected via phone at 5:17 p.m.]

Motion by Mr. Ladd, seconded by Mr. Lindblade, to add Mike Jackson, Styles, Citrix, and Nipro Diagnostics to the list. In a voice vote, the motion passed unanimously.

IV. Public Open Houses

1) Resources, logistics and timing

Mr. Fernsler stated that as soon as the City Commission approves the logo, design work on the website will begin, hopefully before the next City Commission meeting. Ms. Vezina explained they would send the proposed logo to the City Commission via a memo for their approval.

Ms. Vargas said they have a preliminary list of assignments, which she distributed. She explained it is split into three subheadings:

- Tasks the consultant undertakes under contract
- Tasks staff would provide support on
- Tasks Committee would provide support on

First on the Committee tasks is agreeing on number, possible dates, and general location of events. Mr. Fernsler explained that the open houses will be informal, 2-3 hour "drop-in" events to meet and greet consultant and Committee members. There

would be a running loop presentation of the planning process and forums. It will be an opportunity for the "curious" to get involved.

Ms. Buchan thought the open houses would use too many resources just to meet and greet. Mr. Ladd thought it would be good, as it would give people a feeling for what the visioning process is all about.

[Ms. Giles-Smith re-joined the meeting via phone at 5:22 p.m.]

Mr. Fernsler remarked that the public would be notified that the open houses are a "prelude" to the actual formal community forums to begin in the fall. Ms. Vargas said they had ideas on ways to make it more interactive, but due to delays in the process, those ideas might not be able to work. She said maybe they could have the open houses right before the community forums, to stir up interest in the forums.

Chair Smith recommended having key community volunteers at all the open houses to get them engaged. The City and County Commissioners for the appropriate districts should attend, the food should be good, and there should be visuals and interaction so that the community feels the visioning is going to be a special event.

Mr. Fernsler informed the Committee they would have an initial exercise for attendees to perform where they can "vote" on issues that are most important to them. Mr. Ladd suggested showing what the City has done in the past 20-30 years, perhaps in a video or PowerPoint presentation. Chair Smith proposed a series of before/after pictures. Mr. Ladd added showing the upgrades in the parks.

Chair Smith recommended having four open houses to coincide with the four districts. Mr. Fernsler thought they could have them on four consecutive days, perhaps downtown at noon/lunchtime. Chair Smith thought a downtown session would be in addition to the four district open houses.

In a vote by show of hands, all were in favor of having five open houses, four in the political districts and one downtown.

Mr. Fernsler said they are probably looking at mid-August for the open houses, right before school starts, so that people are back from vacation.

Ms. Buchan said she has commitments to host open houses from the following:

The Museum of Art
The Discovery Center
Every Starwood Hotel
Pier 66 (District 2)
Bahia Mar (District 2)

These will host and provide tables and chairs, although not all can provide free parking.

In Cypress Creek, there is a (Starwood) Westin Hotel at 400 Corporate Drive. Ms. Buchan said they would provide tables and chairs and some light hors d'oeuvres. She thought parking was free. Ms. Buchan said she told the hotels and facilities that the consultant would be contacting them, and Mr. Lindblade did not think the Committee should spend time trying to figure out which place to hold the meetings in.

Mr. Fernsler asked for specific suggestions and noted they could follow up.

Mr. Fernsler wondered if there would be a price tag for parking if they invite people to a city-sponsored event, but there is no free parking. It was noted that the parking would have to be covered, or it would discourage people from attending.

Ms. Vargas requested that the Committee go district by district and provide suggestions. The following were some of the venues suggested:

- District 1: Beach Community Center (Chair Smith will work on food), Executive Airport, Bayview Park, Galleria;
- District 2: The W Hotel, St. Anthony's, the Chamber of Commerce;
- District 3: African-American Research Library, Old Dillard Museum (Ms. Giles-Smith will work on food);
- District 4: Riverside Hotel, Museum of Art, Union hall on SR 84, Fire station on SW 4th avenue, Broward General Hospital, the libraries;
- Downtown: Riverside Hotel, Broward Center, Museum of Discovery and Science, Performing Arts Center, the Main Library, First Baptist Church.

Mr. Fernsler thought that the downtown meeting could be from 11 am to 1 pm, spanning the lunch hour. The time frames for the other meetings might be 5 pm to 7:30 pm. Mr. Gabriel suggested expanding the downtown meeting to 1:30 p.m. Ms. Buchan thought that parents would not attend night meetings. It was suggested to do one at 3 pm and have one on a Saturday morning.

Mr. Vitale asked about social media strategy. Ms. Vezina replied that the City is exploring the possibility of drafting a policy for the City Commission to approve. Mr. Fernsler wondered how control is exercised over what is posted. Ms. Vezina said it will likely be limited to one-way communication – there would be no user posting, just “likes” and “fans.”

Mr. Fernsler will give the “final” proposed logo to Ms. Vezina the next day so that she can prepare the memo to the City Commission.

2) Consultant Tasks

Mr. Fernsler continued that they will start contacting the venues to see what is available when for the open houses. Ms. Buchan, Ms. Giles-Smith and Mr. Thompson will help them find the contacts.

Mr. Fernsler thought they would send an email to everyone on the stakeholder list asking them what would be a good date to meet with them. They will try to have the meetings in this conference room or in Ms. Vezina's office. Mr. Lindblade suggested getting a meeting room at a bank or office building too.

Ms. Buchan said she could arrange to have a huge banner hung on the parking garage so it could be seen from the overpass at 17th Street causeway. Mr. Fernsler remarked they had not yet thought about hanging promotional banners.

[Ms. Giles-Smith was disconnected via phone at 5:51 p.m.]

Mr. Fernsler brought up sponsorships, and commented that he does not know the status of the budget to pay for "stuff." He recommended talking about that at the next meeting. Ms. Vargas suggested having local businesses sponsor refreshments for the meetings and have their names displayed. That sends a message that the business community is supporting the project. Chair Smith suggested asking the Mayor to assist with that.

Mr. Lindblade recommended a sponsorship "menu" where a certain amount of money provides a certain item. Mr. Fernsler said that would be something to do at the next meeting.

Chair Smith wondered how the process was going to play out chronologically. Mr. Fernsler answered that now they are in Mobilization, and the purpose of this phase is to get people's attention, get organized and put the data book together. The second and third phases will run parallel: phase 2 will be the scan of conditions at this time and trends in the future; phase 3 is the visioning activities – series of community forums (2.5 hours each). These will be to get people to imagine the future and tell the consultant their aspirations for the future of Fort Lauderdale. These sessions will be tightly facilitated using electronic media. The consultants will gather and bring back all that information to the Committee for discussion and identification of resonating themes. Together the Committee and the consultants will craft a detailed Vision Statement of what the community should be in 2035. That Statement will then be presented to the City for adoption.

The next series of forums would be to validate the Statement, and talk about how to get there. Out of that comes a set of broad strategic directions.

Mr. Fernsler stated that the final plan is the implementation strategy: identify and prioritize specific actions – mid-term, short-term and long-term.

3) Staff tasks

Ms. Vargas added that with respect to Phase 2, they have to remember that they have to be flexible, as the outcome depends on the staff effort.

4) Committee tasks (not addressed)

V. **Public Comment (not addressed)

VI. Other Business

Chair Smith asked the Committee if they wanted to meet in July, and several members said "no." The next meeting was then set for the second Tuesday of the month, August 9. He continued that they could talk about the open houses at the August meeting. Mr. Fernsler said the Committee needs to get the word out to their contacts about the open houses at that time.

Ms. Vargas wanted to keep the Committee updated over the summer.

Ms. Buchan was curious as to exactly what would occur once the City Commission approves the logo. Mr. Fernsler suggested announcing the logo at the open houses.

Mr. Lindblade thought the Committee was getting too much into the details. He asked Mr. Adams if he had a plan to get the word out. Mr. Adams said they will promote the process as best they can.

Chair Smith thought there would be a kick-off, and Mr. Fernsler said that the first Open House would be the first public opportunity. Mr. Fernsler said they should get to the media well in advance of the kick-off.

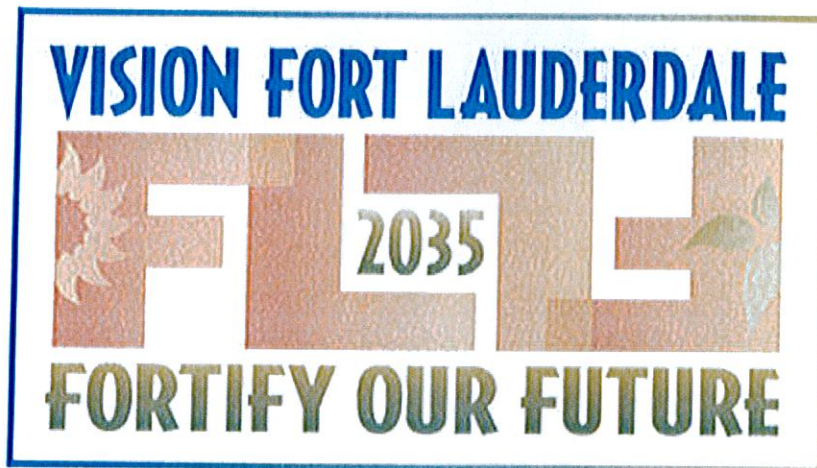
VII. Communication to the City Commission

None.

VIII. Adjourn

Hearing no further business, Chair Smith adjourned the meeting at 6:08 p.m.

[Minutes prepared by J. Rubin, Prototype, Inc.]







IMAGINE

2035 →

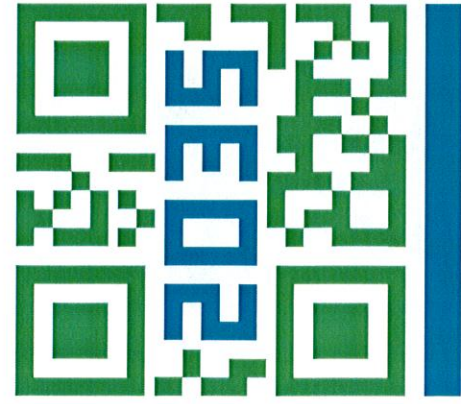


Rethink
Fort
Lauderdale
outside the box









Imagine

Fort

Lauderdale